



# UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/903,621	07/13/2001	Yukio Maruyama	089367-0114	2132

22428 7590 12/27/2007  
FOLEY AND LARDNER LLP  
SUITE 500  
3000 K STREET NW  
WASHINGTON, DC 20007

EXAMINER
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BEKERMANN, MICHAEL

ART UNIT	PAPER NUMBER
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3622

MAIL DATE	DELIVERY MODE
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12/27/2007

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

## Interview Summary

**Application No.**

09/903,621

**Applicant(s)**

MARUYAMA, YUKIO

**Examiner**

Michael Bekerman

**Art Unit**

3622

All participants (applicant, applicant's representative, PTO personnel):

(1) Michael Bekerman.

(3) \_\_\_\_\_.

(2) Ramya Ananthanarayanan.

(4) \_\_\_\_\_.

Date of Interview: 06 December 2007.

Type: a) ☒ Telephonic b) ☐ Video Conference  
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No.

If Yes, brief description: \_\_\_\_\_.

Claim(s) discussed: 1,8 and 19.

Identification of prior art discussed: Burke & Heckel.


Agreement with respect to the claims f) ☐ was reached. g) ☐ was not reached. h) ☒ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

  
Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

Rejection was discussed and possible amendments mentioned included language pertaining to an initial display of the advertisement being determined according to certain criteria including position of the avatar and movement of the avatar. While Examiner does not remember all aspects of the cited prior art, Examiner felt that these amendments might set the claims apart from the prior art references cited. Should this be the case, further search and/or consideration will be required.

Applicant further addressed the issue of claims 8 and 19 as representing similar scope, yet one is rejected under 102 and the other under 103. Upon reviewing the last action, Examiner believes this to be a typographical error. It appears that both 8 and 19 should be included under the same rejection heading in the 103 section. The same rejection that applies to claim 8 should apply to claim 19.